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FOREIGN NEWS ON APPLES

FRUIT ADVERTISING STARTED IN SWEDEN

Following the lead of Great Britain, Germany and Denmark in advertising fresh fruits, the Swedish importers took up the subject and decided to start an apple advertising campaign March 1st. The import agents of Gothenburg have agreed to contribute to an advertising department of their association 2öre (.54 cents) per box and 5öre (1.33 cents) per barrel. During last winter (1926 crop) Sweden imported 137,644 boxes and 83,181 barrels of apples direct from the United States, as well as large quantities via Germany, Great Britain and Denmark. The apple imports from Dutch, Italian and Czechoslovakian orchards during the autumn months are also important.

The Swedish apple trade has not been very satisfactory to the importers during the past winter. The serious effects of booking orders during June and July, which I have discussed and condemned in a previous communication, fell upon the importers with its full weight during November when American prices dropped to a level that undermined their pre-season commitments. Added to this catastrophe, the Scandinavian autumn weather was ideal and matured a fine crop of domestic apples that kept the market inundated in a fashion that was undreamt of in July.

Following this, December witnessed a consignment of 20,000 boxes of Russian apples to Stockholm by the Soviet Government. These stocks hung about the market until February, causing a depression of prices of all stocks. The month of March may give Scandinavian importers their first bright period of the season.

They hope to enhance this by advertising. Only favorable comments have been heard from the effects of the Danish and German advertising campaigns. From the sustained German demands for apples, there is little doubt as to the part advertising had played in that country. From reports of the Board of Trade in Great Britain, the British public spent \$169,302,000 for fresh fruits in 1926, - almost \$10,000,000 more than in 1925, and about \$14,600,000 more than in 1924. This seems phenomenal in view of the prolonged coal strike of 1926. The heaviest British increase was noted in apples, the import value being \$46,533,000 in 1926 and \$36,703,000 in 1925.

It is a significant commentary upon the American apple industry that the one redeeming feature in marketing the crop of 1926 was the almost insatiable capacity of the export markets. American apples were advertised by "Eat More Fruit" campaigns in Great Britain, Germany, Denmark and Sweden. On the other hand, aside from the commendable "National Apple Week" of the International Apple Shippers Association, no united advertising effort has been made by the apple industry in the United States, where buying power has been the greatest and demand the most sluggish.

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